Highest Ranked FISSP Deliverables from total respondents (scoring 4 or more)
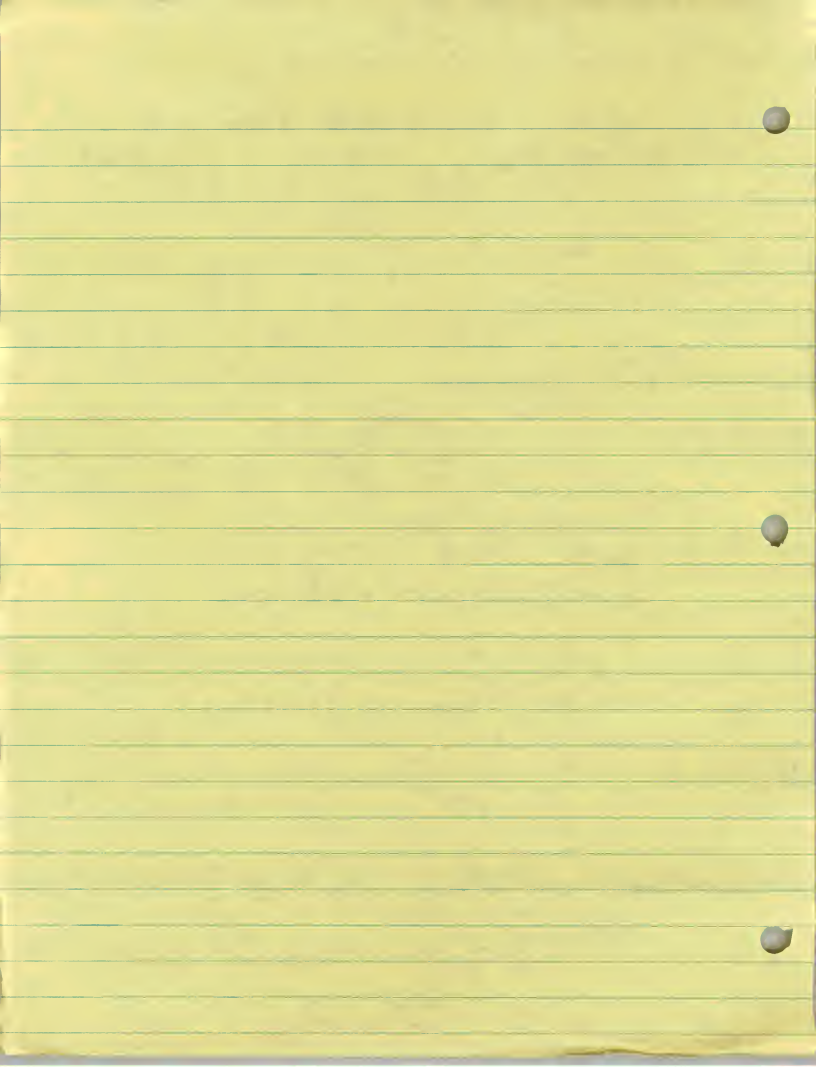
① Hotline   85%   Satisfaction
                85%   Usefulness

② Conference   73%   Satisfaction
                63%   Usefulness

③ PAR's   72%   Satisfaction
                59%   Usefulness

④ Market Reports   55%   Satisfaction
                50%   Usefulness

⑤ Library   50%   Satisfaction
                58%   Usefulness

⑥ Federal Flash   42%   Satisfaction
                28%   Usefulness

Overall Program Ranking

Scoring	Satisfaction	Usefulness
4 or above	66%	52%
3 to 4	24%	32%
2 to 3	10%	5%
1 to 2		11%

Ranking Satisfaction

	5	4.5	4	3.5	3	2.5	2	1.5	1	# of Resp.
PARS	14%		58%	14%	14%					22
Market Reports	15%		40%	20%	15%		5%		5%	20
Hotline	50%		35%		5%			5%	5%	20
Conference	18%		55%		9%		18%			11
Federal Flash	11%	5%	26%		52%	6%				19
Library	25%		25%		25%		25%			8
Overall Program	19%	14%	33%	10%	14%		10%			21

Ranking Usefulness

	5	4.5	4	3.5	3	2.5	2	1.5	1	# of Resp.
PAR's	16%		42%	21%			16%		5%	19
Market Rpts		5%	45%	5%	25%		10%		10%	20
Hotline	60%	5%	20%		10%				5%	20
Conference	18%		45%		18%		19%			11
Federal Flash		6%	22%		67%		5%			18
Library	29%		29%		29%		13%			7
Overall Program	21%	5%	26%		32%		5%		11%	19
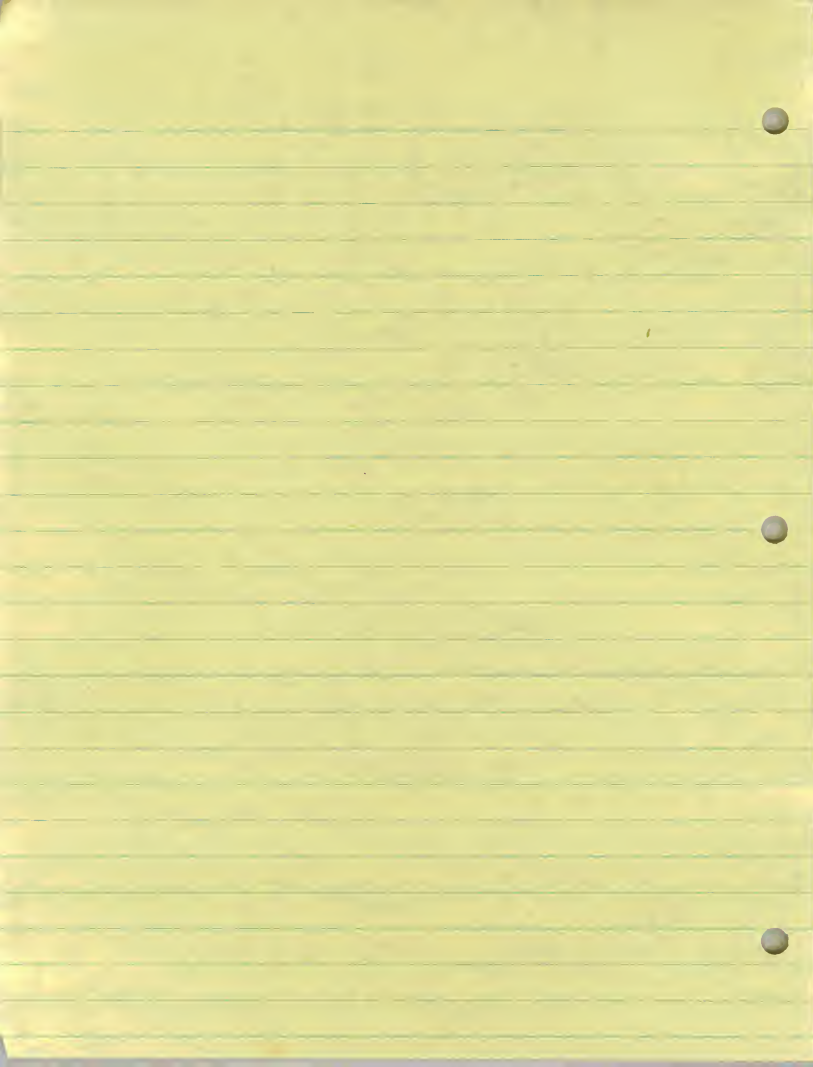
Significant Benefits

PAR's overview, good sales leads	~~HHT~~ III
Identification of opportunities	II
Contact person name	I
Great hotline responses	~~HHT~~ ~~HHT~~
Helps prepare market analysis strategy	II
Access to John Frank, Rich, Chuck	II
Agency information	I
Market Reports	I
INPUT materials validates our data	II

Respons
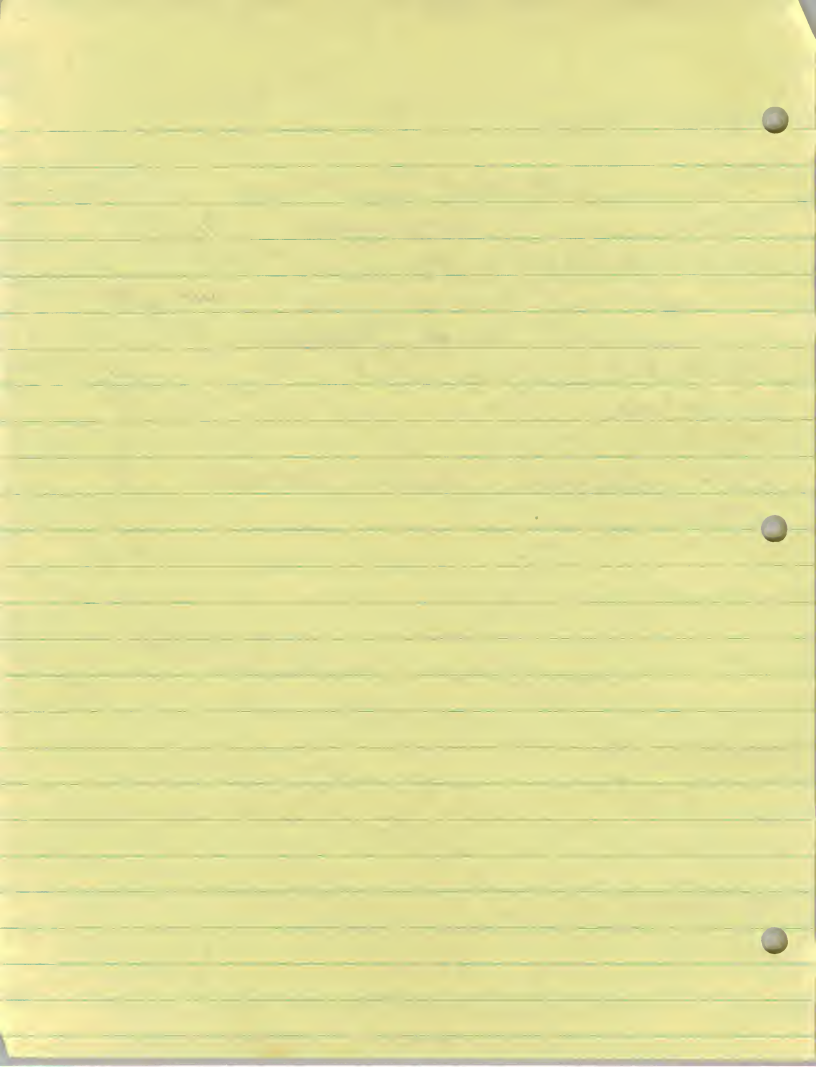
Significant Weaknesses

No information on classified programs   /
Materials are difficult to use - need good overview /
Method of deliveries cumbersome (replacing &
          adding pages)

Material too dated , timeliness of PAR's   HHT ////
      delivery problems with PAR's

Not enough data on our companies business
        - Timesharing (Litton)   /
        - Software (Amcon)   /
        - Smaller Prof. Service Jobs (Sunnys) /
        - Not enough DOD information   (TRW) /
Response time on hotline   ///
Index system - very hard to update   /
More agency market analysis   /
Our competitors have access to INPUT data too !! /
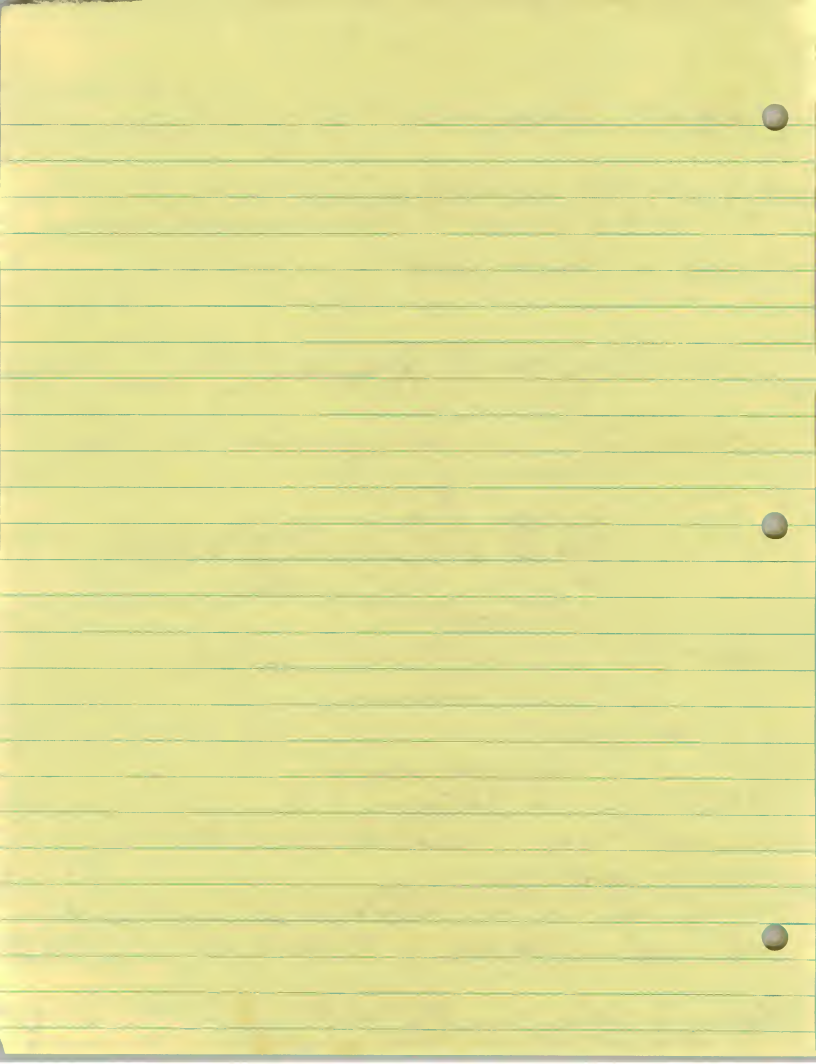PAR's are at times to general.   /
Staff Changes - no continuity   /
More comprehensive market data by function /
   machine and software
Market Reports are weak   /
Weak staff excluding John Frank who is great /

Price of program too high - OK at $15,000.   //

Are INPUT's analyses & recommendations actually
applied within your organization

Unknown   10 %
Yes   48 %
No   42 %

How often are reports used
daily   10 %
Weekly   25 %
frequently   15 %
Varies / occasionally   50 %

INPUT Staff Ranking

Research Staff
        No Contact   45 %
        Level of expertise   RESPONSIVENESS
                45-5   27 %   64 %
                3-4   64 %   36 %
                1-2.5   9 %   0
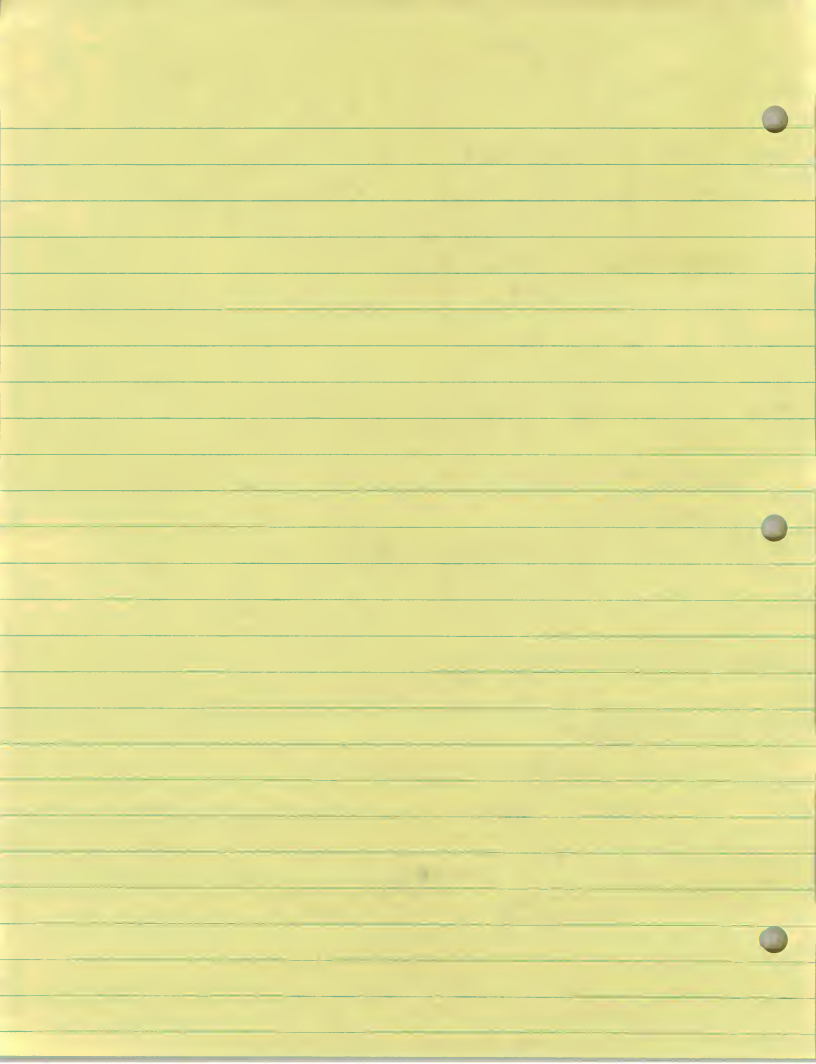
Hotline Staff

		RESPONSIVENESS
No Contact	17 %	
Level of Expertise		
4.5 - 5	33 %	65 %
3 - 4	33 %	18 %
1 - 2.5	34 %	17 %

Sales Staff

No Contact	60 %	
Level of Expertise		
4.5 - 5	38 %	63 %
3 - 4	50 %	47 %
1 - 2.5	12 %	
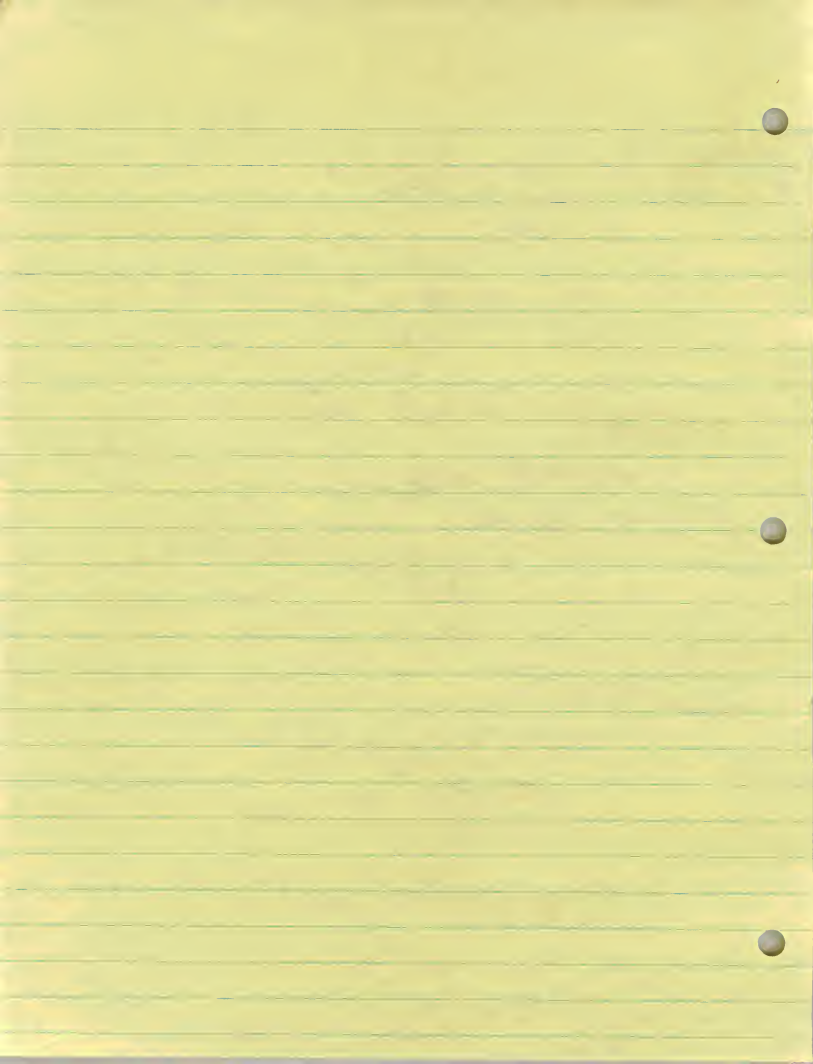
COMPANY / CONTACT	LEFT MESSAGE	APPOINTMENT	INTERVIEW COMPLETE
AT&T Technologies 9/1/85 no conference		5/5	
✓ — Mr. Joe Hunt	4/16, 4/17	4/21 8:00 AM 2:00 EST (11:00 PT)	~~4/22~~
(919) 279-5261	4/21, 4/22 4/25 5/2	out until 4/24	
✓ — Mr. Joseph Bergman	4/16, 4/17	4/24, 4/25	5/5/86
(703) 998-6133 call 5/2	4/22, 4/25	(919) 279-4019 call 5/2	Joint interview
Boeing Computer Services (703) 827-1220			
— Ms. Linda Martin Sharon 821-7070	CB Martin		5/21
(703) 821-6526 (703) 827-7070			
● Ms. Mary Schwendeman (703) 821-6526 economic analyst	4/22 out til 4/25		—
Barb Flaherty — or Ralph Slobin (206) 763-6099	→ Referred to Sue Woodruff (206) 575-5267	B. Flaherty 4/28 B. Woodruff	4/28 4/28
Cincom		4/28	
— Mr. Ken Santucci	4/17, 4/18	Referred me to Carol or Kathy	—
(703) 352-4482 M,F			
— Ms. Carol Thiesen	4/16	Thurs PM 4/24 ✓	6/9
(703) 352-4482 M,F (AM)	4/24 CB 4/29 LM		
Kathy Bishop	4/25 CB CB 4/28 PM LM 5/2		
CSC			
✓ — Mr. Wayne Kelly		4/16 11:30-12:00	4/16
(703) 538-7870			
— Mr. Frank Richie M,F,	Out of town CB 4/18 PM		5/1
● (703) 998-4695	4/18, 4/22		

COMPANY /CONTACT	LEFT MESSAGE	APPOINTMENT	INTERVIEW COMPLETE
Genasys		Per JP CB 5/8 or 5/9	6/9
✓ – Mr. John Puhala	4/16 4/22, CB 4/23		6
(301) 770-4600			
Grumman Data *~~the 1975 (753-844)~~ renewal*			
✓ – Judy Cavanaugh	4/18	4:25 AM	4/25
(703) 448-0226			
Honeywell Info Systems			
⬤ – Mr. Al Brobson		Sr. Product manager	0
(703) 827-3225 827-1200	LM 4/18 ·4/22		·4/23
✓ See Derrick → Tony Concia 703 556-6635	CB, 4/18 Fri		
IBM – FSD			
– Mr. Richard Lewis – not end user. Knows it is used for Competitive Analysis. Referred to: Ron Beaugh x7082			0
(713) 333-8181 – a George Mueller x7365 4/8 -LM			
– Pam Pepper	4/16, 4/17, 4/28 5/2	complete 5/21	0 ✓
(301) 493-1553 670-5122			
– Bob Sweeney	4/16, 4/17 LM 4/25		0
(301) 493-1563 meeting until 2			
Litton Computer Services			
⬤ Mr. Robert Huston ⟩ referred to	CB 4/18, 4/25		–
(818) 991-3200 ↓4/25			
✓ – Mr. Jack Effrain	(Ruth Scogno LM for Jack CB 4/29,4/30		4/29
(703) 471-9271	4/16, 4/17, CB 4/18 4/24 NOANS		

COMPANY / CONTACT	LEFT MESSAGE	APPOINTMENT	INTERVIEW COMPLETE
Litton Mellonics (303) 597-5017	4/16 NO ANS 4/17 - CB 4/18 4/18 out, 5/2 LM		
- Mr. Jim Heigl (202) 554-2570			O
✓ - Mr. Ray Wolfe (415) 966-1771	4/16 NO ANS 4/17	Mon 4/21 or Tues 4/22- PM	4/22
Martin Marietta			
- Mr. Gary Mann (301) 982-6585 -OR- Gary Elm	4/16, 4/17 CB monday		O
● - Ms. Gay Adams (303) 790-3081 (301) 982-6521		8:30 AM 4/17	4/17
✓ OAO			
- Mr. Robert Lohfeld (301) 345-0750	4/16	4/17 12:00 2:30 4/18 3:00-3:30	4/18
Science Applications			
✓ - James Russell (703) 821-4443			4/16
✓ - Buzz Henefin (703) 734-4024			4/17

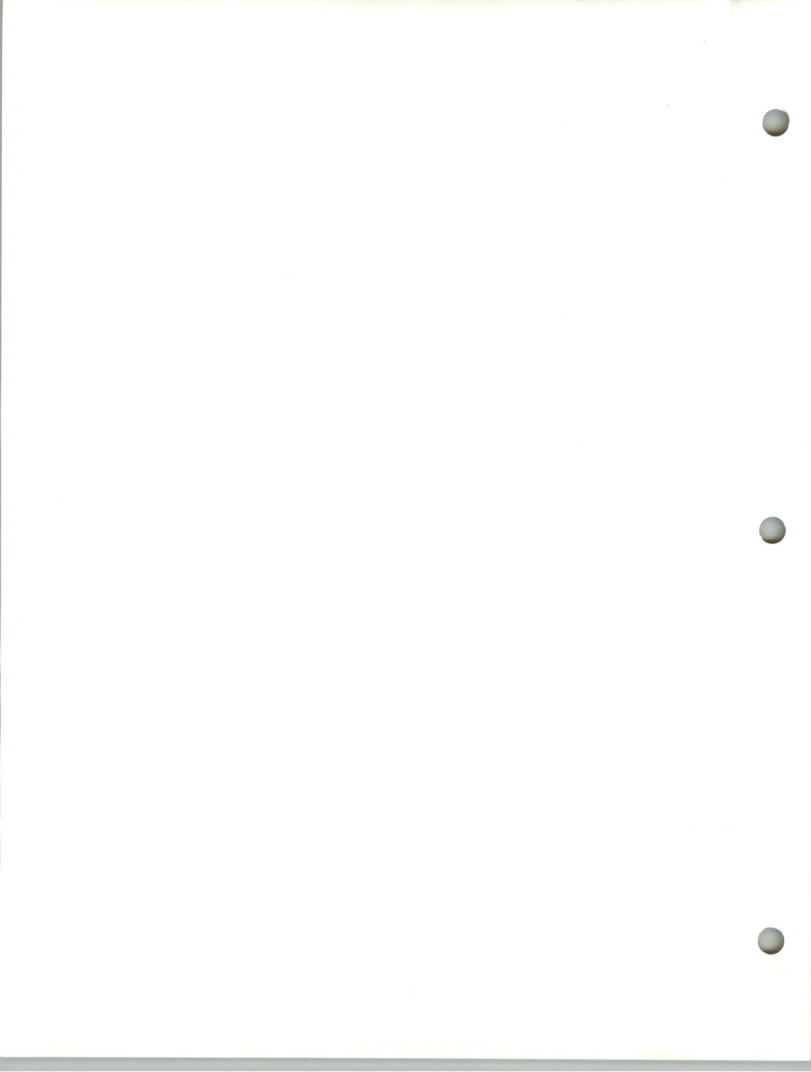| COMPANY / CONTACT	LEFT MESSAGE	APPOINTMENT	INTERVIEW COMPLETE
Sperry			
✓ — Mr. James Tully	4/17, CB next week		4/22
(703) 556-5486, 5487	4/21, 4/22		
SDC			
✓ — Mr. Arthur Slotkin	CB Mon 4/21		4/22
(703) 790-2871 x 3~ ~~556-9800~~			
— Suzanne Swenson	CB, CB	"new to service. Only have used a few times. What I've used has been good." Referred me to Art Slotkin.	—
(703) ~~821-0200~~ 556-9800 x 747-3378 ✓			
TRW Judy Braswell assnt +	4/24 CB PM		
— Ms. Jackie George medical leave	4/16		6/13
(213) 536-4290 ~~JR Bill Doyle (213)~~			
— Kate Jonstad	4/17, 4/18, NO ans 511		6/10
(703) 734-6375 ✓			
U.S. West 7/18/5			
— Mr. Vincent Bradshaw	4/17, 4/24 out C 4/18	will message 5/11 will leave visited 6/11 msg not in visited 6/16	4/17
~~(303)~~ 889-6448 (301) 294-1444			
— Mr. Everett Teare	4/17, 4/24 out 4/26 →	will back 6/11 per visited 6/13 6/23	O
(301) 294-1400			
— Mr. Roger Edmonds	4/17, 4/24 out 4/18	will back 6/13 6/16 left mes	O
(301) 294-1400			

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	( )	( )
Market Analysis Reports	( )	( )
"Hotline" Client Inquiry Service	( )	( )

    Do you use the hotline service?   ( ) Yes
                                        ( ) No

    If no, why not? _____

    _____

Client Conference	( )	( )

    Did you attend the last conference? ( ) Yes
                                         ( ) No
    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	( )	( )
Library Resources	( )	( )
Overall Program	( )	( )

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _____

_____

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _____

_____

(B) _____

_____

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

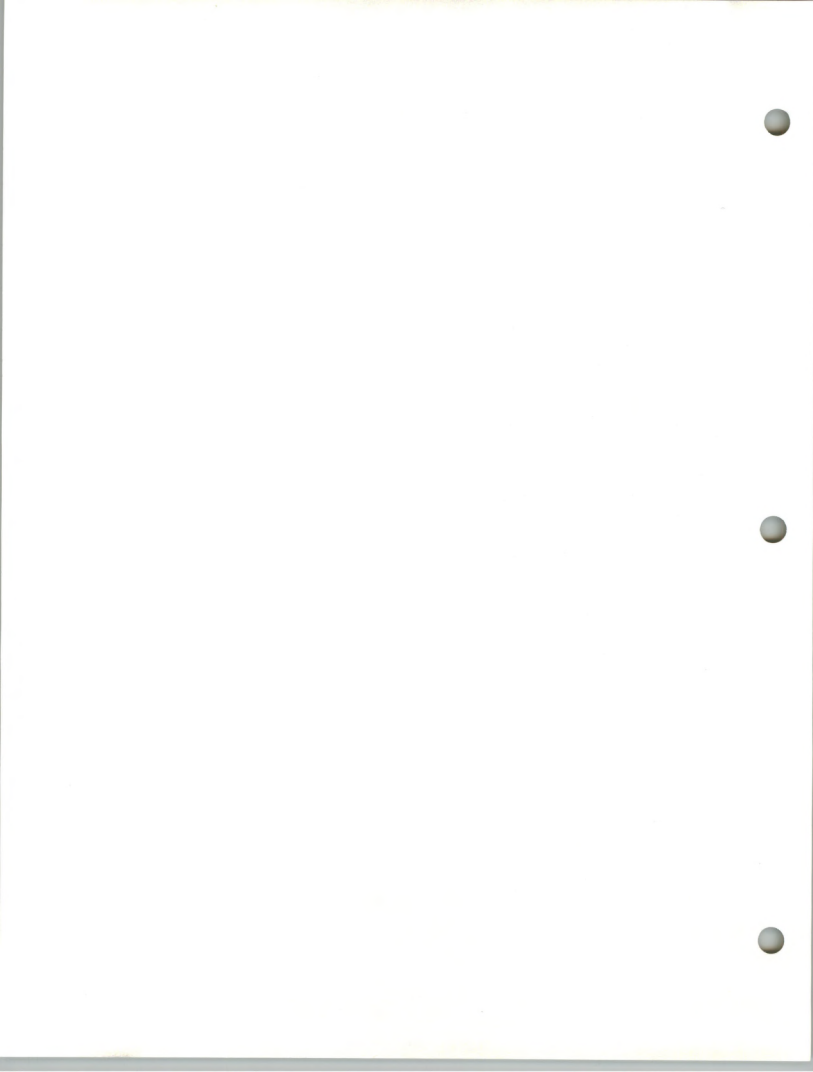_____

_____

(B) Report topics - timeliness of information:

_____

_____

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

_____

_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes ( ) No ( )

(B) How often are they referenced?   _____

(C) Who uses them (level of staff)?

_____

_____

_____

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff			
Hotline Staff			
Sales Staff			

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    _____

    _____

    _____

    _____

9. Please add any other comments/ideas you wish to convey.

    _____

    _____

    _____

    _____

    _____

    _____

INPUT
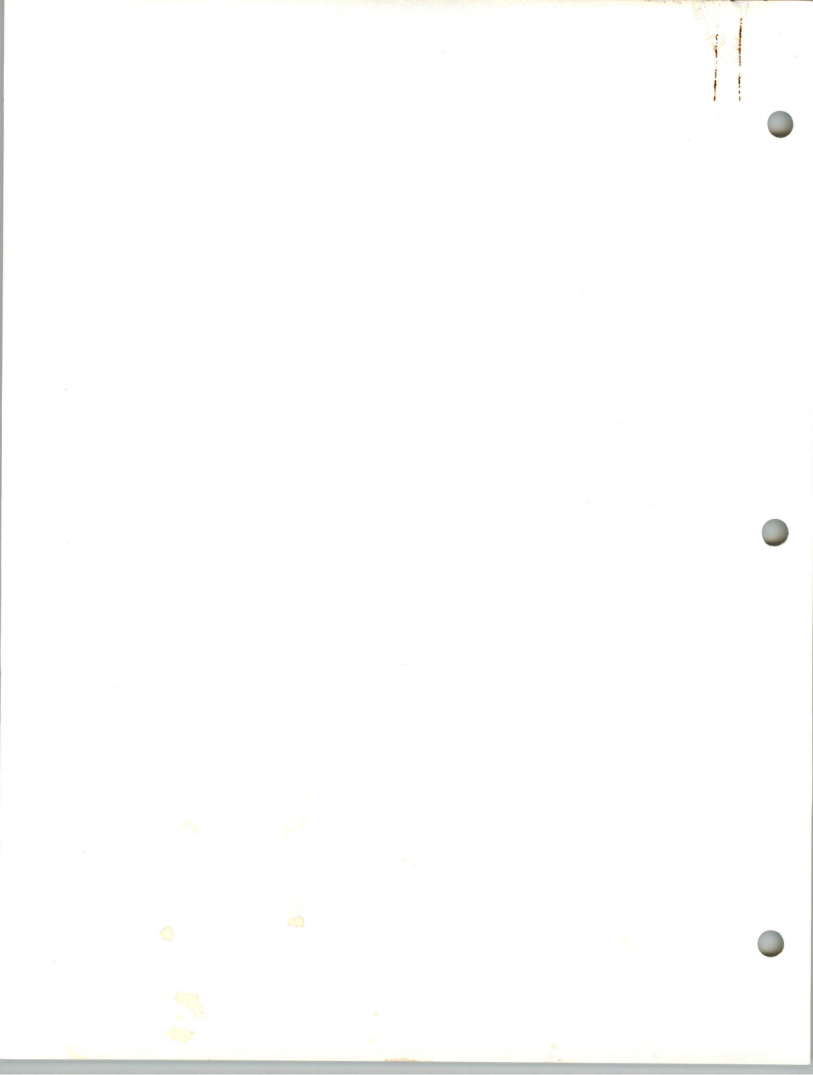
FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	( )	( )
Market Analysis Reports	( )	( )
"Hotline" Client Inquiry Service	( )	( )

    Do you use the hotline service? ( ) Yes
                                         ( ) No

    If no, why not? _____

    _____

Client Conference	( )	( )

    Did you attend the last conference? ( ) Yes
                                           ( ) No
    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	( )	( )
Library Resources	( )	( )
Overall Program	( )	( )

1

2. Please list the most significant benefits of program use by your organization.

(A) _____

_____

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _____

_____

(B) _____

_____

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

_____

_____

(B) Report topics – timeliness of information:

_____

_____

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

_____

_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes ( ) No ( )

(B) How often are they referenced?   _____

(C) Who uses them (level of staff)?

_____

_____

_____

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

                        No Contact   Level of Expertise   Responsiveness

    Research Staff

    Hotline Staff

    Sales Staff

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    _____

    _____

    _____

    _____

9. Please add any other comments/ideas you wish to convey.

    _____

    _____

    _____

    _____

    _____

    _____

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

DATES 0 5 0 5 8 6
M M D D Y Y

INTERVIEWER: _Terje Galvan_

COMPANY: _AT+T Technologies_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Joe Hunt (N.C.)		(919) 279-5261
Joe Bergman (Wash.)		(919) 279-4019 or (703) 998-6133

SUMMARY _Joint interview_ _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
*Market Analysis Reports *Have looked them over but haven't used yet.*	(5)	( ) N/A
"Hotline" Client Inquiry Service	(5)	(5)

    Do you use the hotline service?   (✓) Yes   *"Super"*
                                     ( ) No

    If no, why not? _____

    _____

Client Conference	(—)	(—)

    Did you attend the last conference? ( ) Yes
                                     (✓) No
    If no, why not? *not a client then*

    Will attend this year

"Federal Flash" Bulletin *Nothing new at that point*	(3)	(3)
Library Resources *Too far away*	(—)	(—)
Overall Program	(5)	(5)

* Treasury Report was Excellent

PAR updates:
On floppy disk would be better or some electronic media
Or a new book every month.

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Knowing about all the programs, current and future. Client can spend less time on marketing – can focus in on are target areas based on PARs overview_

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Method of monthly deliveries is cumbersome (replacing adding pages is confusing._

(B) _No information on classified programs. Commerce Business Daily does include some of this need heads up on those areas (Command Control area)_

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

Excellent. Format is neat. Would prefer a floppy disk for monthly updates

(B) Report topics – timeliness of information:

No problem.

_____

2

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

_OK_

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(✓) No (go to B)

Point of Contact and Budget information is most used.

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   _Every week_

(C) Who uses them (level of staff)?

Manager of Computer Systems (Federal Systems)
Executives (account executives - Marketing)

3

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff		4-5	5
Sales Staff	*No sales staff currently*		

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    ① Change monthly update delivery media - Use
       floppy disks or some type of electronic transmission.
    ② Provide classified project info

9. Please add any other comments/ideas you wish to convey.

    We love it. Have had two other
    people from the company subscribe to
    INPUT based on our recommendations

INPUT QUESTIONNAIRE

CATALOG. NO. `0 9`
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATES `0 4 2 8 8 6`
M M D D Y Y

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

INTERVIEWER: _Jerye Galvan_

COMPANY: _BCS_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Barbara Flaherty	Economic Analyst	(703) 821-6526

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(5)	(5)

Do you use the hotline service?   (X) Yes
                                  ( ) No

If no, why not? _____

_____

Client Conference	(−)	(−)

Did you attend the last conference?   ( ) Yes
                                      (X) No
If no, why not? *Not in this job then*

Planning to attend in 1986

_____

"Federal Flash" Bulletin	(3)	(3)
Library Resources	(5)	(5) "10"
Overall Program	(5)	(5)

1

2. Please list the most significant benefits of program use by your organization.

(A) _Good response from hotline. Great for getting specific questions in specific areas answered._

(B) _Quality of hotline improved over last 1½ years._

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization. "_A wish list_"

(A) _Would like INPUT program to be larger to get more overall view of government operations as opposed to specific opportunities.: more MARs_

(B) _____ _: more budget information_
more agency market analysis   : trends in different
would be great.   agencies .

(C) _Have a fear that if we don't ask the right questions then we may miss something (that it wouldn't be covered by the program)_

4. Please comment on:

(A) The quality and style of reports:

PARs - good format, sometimes timeliness is not good.

MARs - good format - good content

(B) Report topics - timeliness of information:

MARs good

_____

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Fine

_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

(✓) Unknown

( ) Yes (go to A) *Considered in decision making –*

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes ( ) No ( )

(B) How often are they referenced? *Daily*

(C) Who uses them (level of staff)?

Managers

Directors of Major Opportunities

Analysts (staff)

INPUT

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓	-	-
Hotline Staff		4	5
Sales Staff		4	4

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   Effectiveness is fine now Would like to
   see more market analyses by agency to get better
   feel of over government operations and opportunities

9. Please add any other comments/ideas you wish to convey.

   - none -

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. | | | | | |0|5|
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☐ TELEPHONE
☐ USER ☐ ON-SITE
☑ MAIL

DATES |0|5|2|1|8|6|
M M D D Y Y

INTERVIEWER:_____

COMPANY: _Boeing Computer Service_ CO. TYPE:_____

ADDRESS: _____ SALES:_____

_____ NO. EMPL:_____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Linda Martin		

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	( )	( )

    Do you use the hotline service?   ( ) Yes (X) No

    If no, why not? *Most of the hotline*
    Questions are handled by
    Competitive Analysis

Client Conference	( )	( )

    Did you attend the last conference? ( ) Yes (X) No

    If no, why not? *Schedule did*
    not permit

"Federal Flash" Bulletin	(4)	(4)
Library Resources · *have not used yet.*	( )	( )
Overall Program	(4)	(4)

1

2. Please list the most significant benefits of program use by your organization.

(A) _It enables us to prepare our strategy based on the Market Analysis_

(B) _FISSP help Sales Rep on strategy_

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _frequency of updates of Market Analysis Reports this industry changes so rapidly._

(B) _1. e. Processing report 1981-1990 is now out of date_

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

excellent

_____

(B) Report topics – timeliness of information:

When the reports come out they are timely but it changes so quickly

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

I use to receive 5 copies of the Executive Summary as did my counterpart in Seattle. Now we both only receive 1 I would like to receive 5 again

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(✓) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Positive _____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   *Weekly*

(C) Who uses them (level of staff)?

General Manager: Staff, Sales & Sales Managers _____

_____

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	*Some contact*		
Hotline Staff	✓		
Sales Staff	*just met Don Arnold*		

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   I would like to see more agency Reports

9. Please add any other comments/ideas you wish to convey.

   We have used Input for some time now. We have always been pleased with our service. I have never asked for anything that was not gladly provided. Everyone has always been eager to help.

4

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

INTERVIEWER: _Jerye Galvan_

COMPANY: _BCS_   CO. TYPE: _____

ADDRESS: _Washington_   SALES: _____

_____   NO. EMPL: _____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Ralph Bloom →referred to Bob Woodruff (R. Bloom hasn't used the service for awhile)		(206) 763-6099
Bob Woodruff - current user		(206) 575-5267

SUMMARY_ (Only has been in this position for 4½ months) and really has only glanced over the materials)

REFERENCES_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(3 5)	(3.5)
Market Analysis Reports	- (3 5)	(3.5)
"Hotline" Client Inquiry Service	(-)	(-)

    Do you use the hotline service?   ( ) Yes
    (✓) No

    If no, why not? _New to service. Haven't
really made use of the materials personally_

| Client Conference | (-) | (-) |

    Did you attend the last conference? (✓) Yes
    ( ) No
    If no, why not? _New to service_
Plans to attend 1986 conference

"Federal Flash" Bulletin	(-)	(-)
Library Resources	(-)	(-)
Overall Program	_Really cannot give good evaluation_ (-)	(-)

2. Please list the most significant benefits of program use by your organization.

(A) _____ - _____

_____

N|C
(- no comment -)
(B) _____
(- insufficient
experience

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Haven't really made good use of the service since_

there have been many organizational changes over the

past year. This is the client's problem - not INPUTs.

(B) _____

_____

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

need to call hotline to get specific information. Reports

are general .

(B) Report topics - timeliness of information:

_____ no comment _____

_____

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

_____
N/c
_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)   N/c

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____
N/c
_____

6. How are the reports used?

(A) Are they used as references?   Yes ( ) No ( )   N/c

(B) How often are they referenced?   _____

(C) Who uses them (level of staff)?

_____

_____

_____

INPUT

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff	✓	N/C	
Sales Staff	✓		

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   Client needs to expand use of service. Will be
   attending conference in May

9. Please add any other comments/ideas you wish to convey.

   _N/c_

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO. |__|__|__|__|__|0|7|
SIC. CODE
SIZE CODE
. AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE   DATES |0|6|0|9|8|0|
☐ USER ☐ ON-SITE   MM DD YY
☐ MAIL

INTERVIEWER: _Jan McDaniel_

COMPANY: _Cincom_   CO. TYPE: _____

ADDRESS: _____ SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Carolyn Thiesen		(703) 352 - 4482

SUMMARY _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports — *could be more useful if their software covered*	(3)	(2)
Market Analysis Reports — *a little too general need more specifics*	(4)	(3)
"Hotline" Client Inquiry Service	(5)	(5)

    Do you use the hotline service? (✓) Yes
                                    ( ) No

    If no, why not? _____

    _____

Client Conference	(5)	(5)

    Did you attend the last conference? (✓) Yes   → *Very good program*
                                      ( ) No

    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	(5)	(4)
Library Resources — *not overly pleased, rarely use*	(2)	(2)
Overall Program — *would be higher if PAR's were more useful for us*	(3)	(3)

*Wish there were more bulletins; could be
one page, one sided. They don't need to be so
involved. Any thoughts coming from John
would be great — John is so remarkable. I would
love for him to drop more "pearls".*

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) Hotline by a long shot.

(B) John Frank, Rick & Chuck

(C) Could be PAR's if they covered software more

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) PAR's to hardware oriented

(B) Not enough emphasis on S/W — do some special reports on S/W like you do on the commercial side.

(C)

4. Please comment on:

(A) The quality and style of reports:

No problems with quality or style — some sales people feel PAR's contain old data and are redundant.

(B) Report topics — timeliness of information:

Have little or no interest — could care less about the treasury reports are mostly aimed at hardware vendors.

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Really bad at the beginning — have improved lately

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(✗) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

I use INPUT data in my reports, don't worry I always quote the source

6. How are the reports used?

(A) Are they used as references?   Yes (✗) No ( )

(B) How often are they referenced?   *Varies, about once a month*

(C) Who uses them (level of staff)?

*Sales reps use PAR's
I use the others & hotline — marketing
specialist*

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness

    Research Staff — *Bob Branick — 0 he took too many short cuts*

    Hotline Staff — *John Frank* } *Chuck Vasser* } *5*

    Sales Staff — ✓ *Rich - is bright, really coming up to speed give him a 4, I use him alot*

    no real knowledge of own.

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    *Restructure - make it available on shorter
    intervals, monthly instead of yearly
    Each month get limited amount of
    hotline support & so many # of PAR's
    Get more users this way because smaller
    companies could afford. More users*

9. Please add any other comments/ideas you wish to convey. *would
    increase INPUT's exposure
    and aid its reputation
    Now it is expensive.*

    *Might have a difficult time renewing
    this year because of Gramm-Rudman*

INPUT QUESTIONNAIRE

CATALOG. NO. | | | | | | 1 8
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☐ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL
DATES 0 4 1 6 8 6
M M D D Y Y

INTERVIEWER: _Jerye Galvan_

COMPANY: _Computer Sciences_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Wayne Kelly		(703) 538-7870

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports *Lack of timeliness*	(3)	(4)
Market Analysis Reports *Systems integration*	(4)	(4)
"Hotline" Client Inquiry Service	(4,5) *4-5*	(4) *4-5*

Do you use the hotline service? (✓) Yes ( ) No

If no, why not? _____

_____

| Client Conference | (3) | (3) |

Did you attend the last conference? (✓) Yes ( ) No

If no, why not? _____

_____

_____

"Federal Flash" Bulletin *"only seen one"*	2-3 (2,5)	(2)
Library Resources	(3)	(3)
Overall Program	(3,5) *3-4*	(3)

INPUT
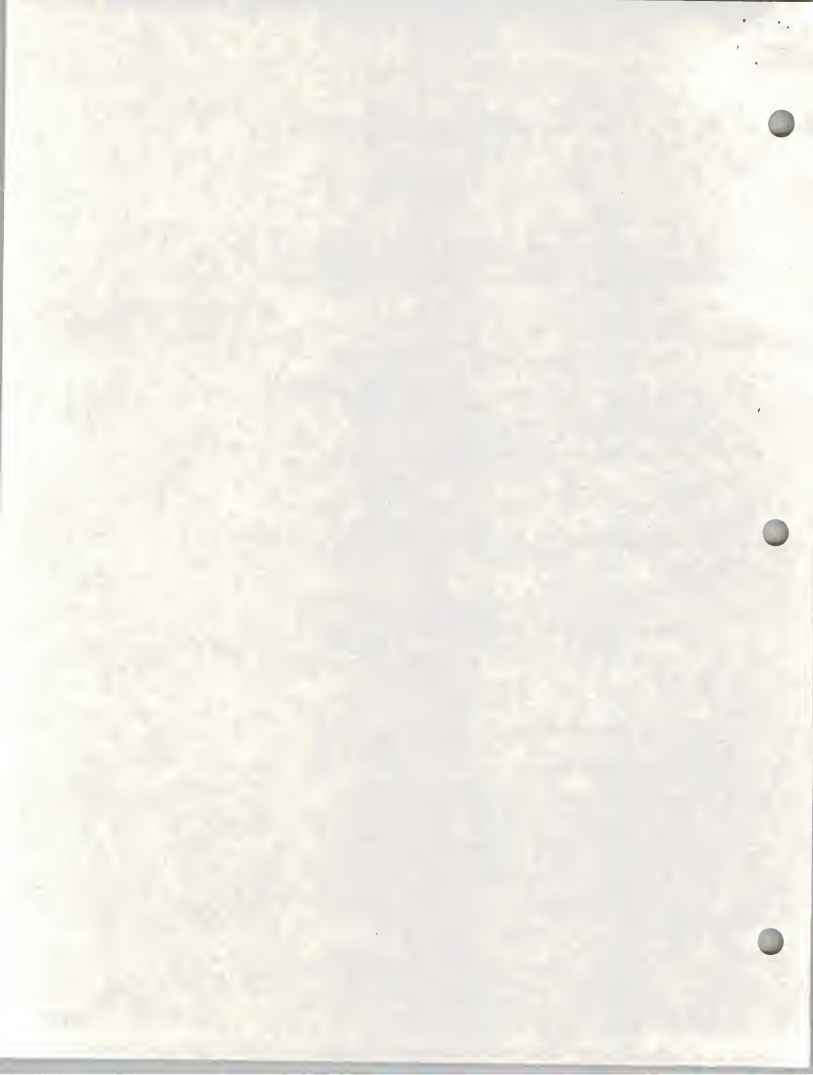
2. Please list the most significant benefits of program use by your organization.

(A) Opportunity to use the hotline on competition, a specific program.

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Trouble getting reports on time on a regular basis. Sees California printing operations as a problem. Where is Telecom report?

(B) Increase in program price to $25,000 is pricing us out of the market. We can afford $15,000, but when you hit $25,000, we could hire another person for that.

(C) _____

4. Please comment on:

(A) The quality and style of reports: In general, pleased with the presentation. Question on how certain forecasts are arrived at.
RE: Treasury report - Would have liked to see better data on contract companies: what is their position in this agency? strengths and weaknesses of these vendors? How are they perceived by this agency. Regarding Treasury future plans - who will be the major competing vendors?

(B) Report topics - timeliness of information:

Usually don't get printed reports until well after they have been written.

Federal Flash should have come out sooner with a follow-up on the status of the Rudman.

When we did get the Federal Flash the information was already known and some of it was already **INPUT** out of date,

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

OK as far as who receives them in the proper quantities. Delays of reports are the problem

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(✓) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Fits in to putting together overall plan for our group.

(B) Some of reports not specific enough for our target markets

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   *several times a year for market info*

(C) Who uses them (level of staff)?

Managers of Planning and Market Research
Vice Presidents
Directors or Managers

(D) When getting PARs, timeliness was a problem. Staff wasn't using it. CSC would have more detailed information on a targeted program and PARs (if current) only supplemented in house info.
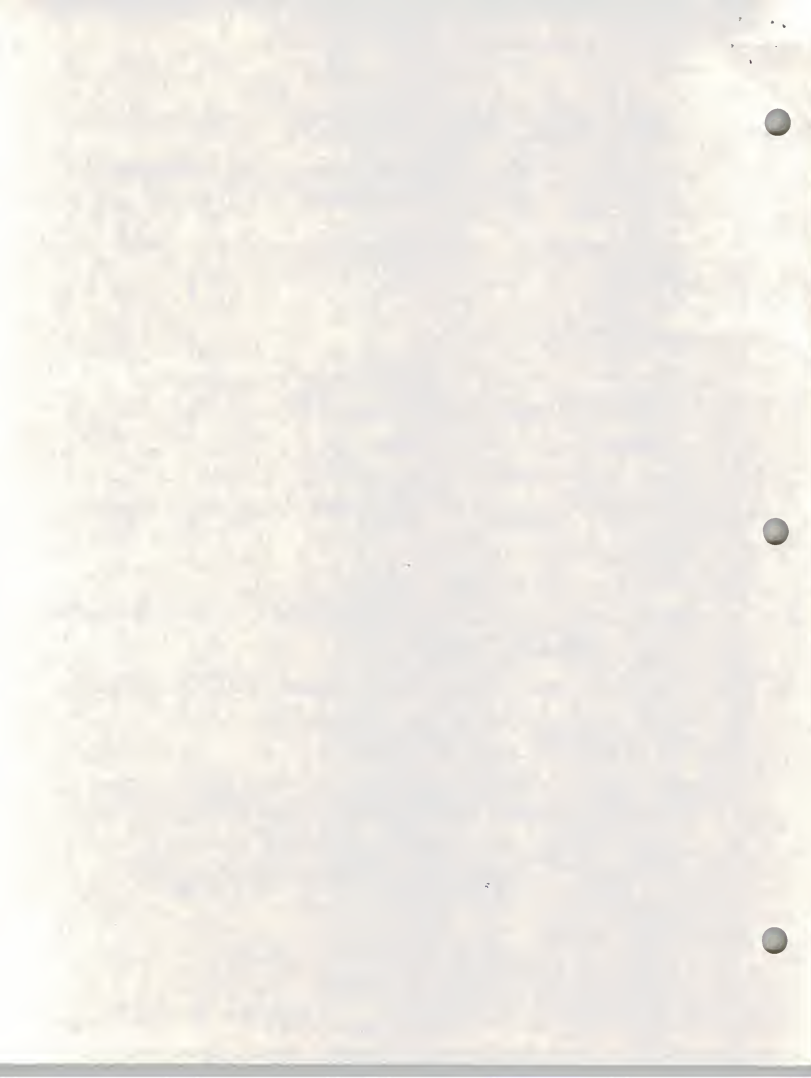
3

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		4	5
Hotline Staff		4	5
Sales Staff (*Getting information from another source*)		4	4

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   (1) *Need more timely information. Need to get out a newsletter*
   every other week or monthly on the budget, legislation status,
   updates on schedule of delivery of INPUT reports

   (2) *PARs on a monthly basis (10-20/month).*
   (3) *all reports should be delivered on an announced regular schedule*
   to allow us to plan for them.

9. Please add any other comments/ideas you wish to convey.

   — *Staff quite good - More responsive than*
   other marketing firms (IDC specifically)
   — *IDC reports are delivered on schedule and generally*
   have good information.
   — *Have heard from other companies that INPUT*
   service is too costly.
   • *Perhaps should restructure the program and segment*
   offerings so clients can purchase only the information
   on the agencies or programs they are targeting.
   • *Pricing strategy should be evaluated.*
   — *Disappointed that conference date is same day as*
   CSC annual meeting. Would have appreciated it
   if INPUT could have checked with clients on the
   best day for the meeting.

   INPUT

INPUT QUESTIONNAIRE

CATALOG. NO. | | | | | 0 2
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW:
☐ VENDOR ☑ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

DATES 0 4 3 0 8 6
M M D D Y Y

INTERVIEWER: _Jirye Galvan_

COMPANY: _CSC_ CO. TYPE: _____

ADDRESS: _____ SALES: _____

_____ NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Frank Richie		(703) 998-4695

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(5)	(5)

Do you use the hotline service? (✓) Yes
( ) No

Recent only

If no, why not? _____

_____

Client Conference	(—)	(—)

Did you attend the last conference? ( ) Yes
(✓) No

If no, why not? *Coincided with a*

Company meeting

_____

"Federal Flash" Bulletin	*Unknown*	(—)	(—)
Library Resources	• *No contact*	(→)	(→)
Overall Program		+ (4.5	+ (4.)⁹⁵

1

2. Please list the most significant benefits of program use by your organization.

(A) *Identification of specific opportunities*

(B) *INPUT acts as a data broker and is able to establish contacts within the gov. to get us specific information*

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) *Time factor out of phase: OMB Document info has traditionally not been available until July. Would like to get it soon to allow planning for new*

(B) *gov. fiscal year.*

(C) _____

4. Please comment on:

(A) The quality and style of reports:

Indexing is complicated

(B) Report topics – timeliness of information:

See above

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

_____OK_____ -

_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(✓) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

___Use consultants, INPUT and internal marketing___

___for over-all planning. Our supercomputer data___

___was far more extensive than what INPUT offered.___

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   Frequently

(C) Who uses them (level of staff)?

___Management_____

___Marketing_____

_____

3

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff		4	5
Sales Staff	✓		

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    More timely delivery of OMB Document info
    (earlier than July)
    _____
    _____

9. Please add any other comments/ideas you wish to convey.

    _____none_____
    _____
    _____
    _____
    _____
    _____

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. [| | | | 0 0]
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE
STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE   DATES [0 6 0 9 8 6]
☐ USER ☐ ON-SITE   M M D D Y Y
☐ MAIL

INTERVIEWER: ___ Joe McDaniel _____

COMPANY: ___ GENASYS _____ CO. TYPE: _____

ADDRESS: _____ SALES: _____

_____ NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS
NAME   TITLE   TELEPHONE NO.

John Puhala   President   (301) 770 - 4600

_____ _____ _____

SUMMARY _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(5)	(2)
Market Analysis Reports	(5)	(4)
"Hotline" Client Inquiry Service	(4)	(5)

    Do you use the hotline service?   (✓) Yes   ( ) No

    If no, why not? _____

    _____

Client Conference	(4)	(3)

    Did you attend the last conference?   (✓) Yes   ( ) No

    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	(4)	(3)
Library Resources *Have not used*	( )	( )
Overall Program *Material is very good, but usefulness is low*	(5)	(3)

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Hotline_

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _The program does not cover the size of jobs we bid for — looking for information on under_

(B) _$2,000,000._

(C) _____

4. Please comment on:

(A) The quality and style of reports:

Style is good and quality is high

(B) Report topics – timeliness of information:

Good

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

PAR's are a little behind what is happening — send out info more quickly so it is timely

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(✗) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes (✗) No ( )

(B) How often are they referenced?   *occasionally*

(C) Who uses them (level of staff)?

John is really the only user — he does circulate the material when it comes in but not enthusiastically so it really isn't used much

3

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff	✓		
Sales Staff	✓		

   even though they are so close I don't really have much contact - Certainly not enough to rank

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   Make PAR's on smaller jobs that I am interested in bidding on. Make information more timely

9. Please add any other comments/ideas you wish to convey.

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO. | | | | |0|9|
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

DATES |0|4|2|5|8|6|
M M D D Y Y

INTERVIEWER: _Jerye Galvan_

COMPANY: _Grumman Data_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Judy Cavanaugh		(703) 448-0226

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(5)
Market Analysis Reports *Haven't received yet*	(-)	(-)
"Hotline" Client Inquiry Service	(5)	(5)

    Do you use the hotline service?   (✓) Yes
                                         (   ) No

    If no, why not? _____

    _____

Client Conference	(5)	(5)

    Did you attend the last conference?   (✓) Yes
                                         (   ) No
    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	(5)	(4)
Library Resources • *Haven't used*	(-)	(-)
Overall Program	(4)	(5)

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Hotline access is good to get specific questions answered quickly_

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Need to get updates for PARs quicker._

_____

(B) _____

_____

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

Fine - no problem

_____

(B) Report topics - timeliness of information:

Could get it quicker

_____

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

no problem

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(Y) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

(B) *Used together with other information we generate.*

6. How are the reports used?

(A) Are they used as references? Yes (Y) No ( )

(B) How often are they referenced? *Bi-weekly — depends (more during planning cycle)*

(C) Who uses them (level of staff)?

- *Director of Business Development*
· *Vice President*
- *Marketing Managers*

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		4	4
Hotline Staff		5	5
Sales Staff	✓		

(Gay was good)

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   Really pleased with program so far.

9. Please add any other comments/ideas you wish to convey.

   Good analysis on different segments
   of the market.

   Wish INPUT would have another
   "breakfast" meeting.

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. [ ] [ ] [ ] [ ] [/ 0]
SIC. CODE [ ] [ ] [ ] [ ]
SIZE CODE [ ]
- AREA CODE [ ]
STUDY CODE [ ]

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☒ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

DATES [0|4|2|3|8|6]
M M D D Y Y

INTERVIEWER: _Jorye Galvan_

COMPANY: _Honeywell Info. Systems_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Tony Concia	_Sr. Product Manager_	_(703) 827-1200_

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

(CONFIDENTIAL)

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	"Varies" Overall 3.5-4 ( )	3-4 (3.5)
Market Analysis Reports	(4)	(3)
"Hotline" Client Inquiry Service	(4)	(5) Answering a specific question at a specific time
Do you use the hotline service? (✓) Yes ( ) No		
If no, why not? _____		
Client Conference	(-)	(-)
Did you attend the last conference? ( ) Yes (✓) No		
If no, why not? _New addition to staff_		
"Federal Flash" Bulletin Wasn't specific to what I was specifically doing	(3)	(3)
Library Resources	(4)	(4)
Overall Program Use it alot (PARs) to look for specific opportunities	<(4)	<(4)

PARs- Depends on what I'm looking for at the time

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) Alot of information on agency / line items / 5-year plan - all good.

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by ~~your organization~~. respondent: (Federal)

(A) Need more comprehensive market data by function machine, class of machine, hardware only, software only, services only. Need numbers for all areas - more specifics

(B) More in-depth matrices and development of numbers. More specialized reports: "Supercomputers" Scientific & Engineering Marketplace

(C) PAR sometimes to general

4. Please comment on:

(A) The quality and style of reports:

Numbers sometimes don't add up.

(B) Report topics - timeliness of information:

Delays due to printing - Timeliness in "appropriate sphere".

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

AOK

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

these numbers from INPUT and other sources
and compile them for his

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   _Regular basis several times a week_
                                                    (PARs)

(C) Who uses them (level of staff)?   _Senior Product Manager_

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		4	4
Hotline Staff		(Not fair - they have to hunt through books for answers to specific questions)	5
Sales Staff	✓		

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    Put more matrix numbers in market analyses
    by size of hardware, pkg SW, custom SW, services, etc.

    More Reports like: Systems Integration :
    _____: Air Force or DoD or Navy (Spending analyses, etc)_
    _____: Scientific/Engineering (very big now)_
    _____: 10-15 year future requirements_

9. Please add any other comments/ideas you wish to convey.

    more details in PARs in first section.

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:

TYPE OF INTERVIEW: ☐ VENDOR ☐ TELEPHONE   DATES 0 5 2 / 8 6
                       ☐ USER ☐ ON-SITE   M M D D Y Y
                            ☑ MAIL

INTERVIEWER:_____

COMPANY: _____IBM_____   CO. TYPE: _____

ADDRESS: _____   SALES: _____

        _____   NO. EMPL: _____

        _____

        _____

INDUSTRY ☐
  ☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
  ☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
  ☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
  ☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
  ☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Park Pepper		

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(2) *Due to lack of*
Market Analysis Reports	(4)	(4) *timliness*
"Hotline" Client Inquiry Service	(4)	(5)

Do you use the hotline service? (✓) Yes
infrequently   ( ) No

If no, why not? _____

_____

| Client Conference | (4) | (4) |

Did you attend the last conference? (✓) Yes
                                    ( ) No
If no, why not? _____

_____

_____

"Federal Flash" Bulletin	(3) *need it quicker*	(2)
Library Resources — *Have not utilized*	( )	( )
Overall Program	(4)	(3)

1

2. Please list the most significant benefits of program use by your organization.

(A) _Identification of new opportunities_

(B) _Market Analysis (System Integration, Treasury, Tele Communications)_

(C) _New program information through hotline requests_

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Lack of timliness of PAR - up to the minute changes would be extraordinarily helpful - We usually have the information_

(B) _through Marketing Reps prior to receipt of the PAR._

(C) _____

4. Please comment on:

(A) The quality and style of reports:

good

(B) Report topics - timeliness of information:

topics have been great and fairly timely.

2

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

_____ *great* _____

_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(✓) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   *plan time*

(C) Who uses them (level of staff)?

___ *Planning organizations as comparison* ___

___ *to evaluate reasonableness of internal* ___

___ *plans & strategies* _____

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	very limited	apparantly - 4	4
Hotline Staff	very limited	2	4
Sales Staff	✓		

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    _____timliness is key - perhaps a_____
    _____newsletter_____
    _____
    _____

9. Please add any other comments/ideas you wish to convey.

    _____Market Analysis Reports are very good._____
    _____Please continue release of new_____
    _____and updates to current._____
    _____
    _____
    _____

4   **INPUT**

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

| | | | | |0|8|

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☐ TELEPHONE
                  ☐ USER ☐ ON-SITE
                      ☐ MAIL

DATES |0|4|2|9|8|6|
       M M D D Y Y

INTERVIEWER: _Terye Galvan_

COMPANY: _Litton Computer Services_ CO. TYPE: _____

ADDRESS: _____ SALES: _____

_____ NO. EMPL: _____

_____

_____

INDUSTRY ☐
  ☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
  ☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
  ☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
  ☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
  ☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Jack Effrain	_Director of Federal Marketing_	_(703) 471-9271_

SUMMARY _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services. *Same rating*

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports *Depends on the report*	(3.5)	(3)
"Hotline" Client Inquiry Service	(‐)	(‐)

    Do you use the hotline service? ( ) Yes (✓) No

    If no, why not? __*No reason for it at*__
    __*this company.*__

Client Conference	(2)	(2)

    Did you attend the last conference? (✓) Yes ( ) No
    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	(3)	(3)
Library Resources *N/A*	(‐)	(‐)
Overall Program	(3)	(3)

1986 Conference is same date as IBM Remote Computing
Conference - Very poor choice of dates
Respondent going to IBM conference
Plan better in [1]1987.

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Gives us sales leads . PARs give a lead on what agency to go to - where to start._

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Customers of INPUT not all in the same business. INPUT reports contain much information in business areas we are not in. Not much available on timesharing_

(B) _business which is what our company focuses on_

_____

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

Contact name given on PARs usually not correct.

_____

(B) Report topics - timeliness of information:

Varies by report. Use INPUT reports with other vendor info.

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Always a page or two missing - requires extra mailings

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(X) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

(B) Don't always agree with INPUT recommendations - sometimes too strong in recommending - we have other considerations

6. How are the reports used?

(A) Are they used as references? Yes (✓) No ( ) *To supplement other consultants materials and cite INPUT for presentations internally.*

(B) How often are they referenced? *UNK. VARIES*

(C) Who uses them (level of staff)?

Director of Federal marketing

Salespeople (federal)

(Vice President - Data Center Managers see info)

Vice President .

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff	*Carolyn*	3	3
Sales Staff	✓		

    Jay Adams is excellent = 4

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    *- Departmentalize program by product/service
    area. Timesharing area is respondent's
    area of interest rather than software,
    professional services....*

9. Please add any other comments/ideas you wish to convey.

    *Federal services are of more value to
    the company than commercial
    services INPUT used to provide him.*

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE
DATES

0	4	2	2	8	6
M	M	D	D	Y	Y

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☒ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

INTERVIEWER: _Jerye Galvan_

COMPANY: _Litton Mellonics_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Ray Wolfe		(415) 966-1771

SUMMARY _____
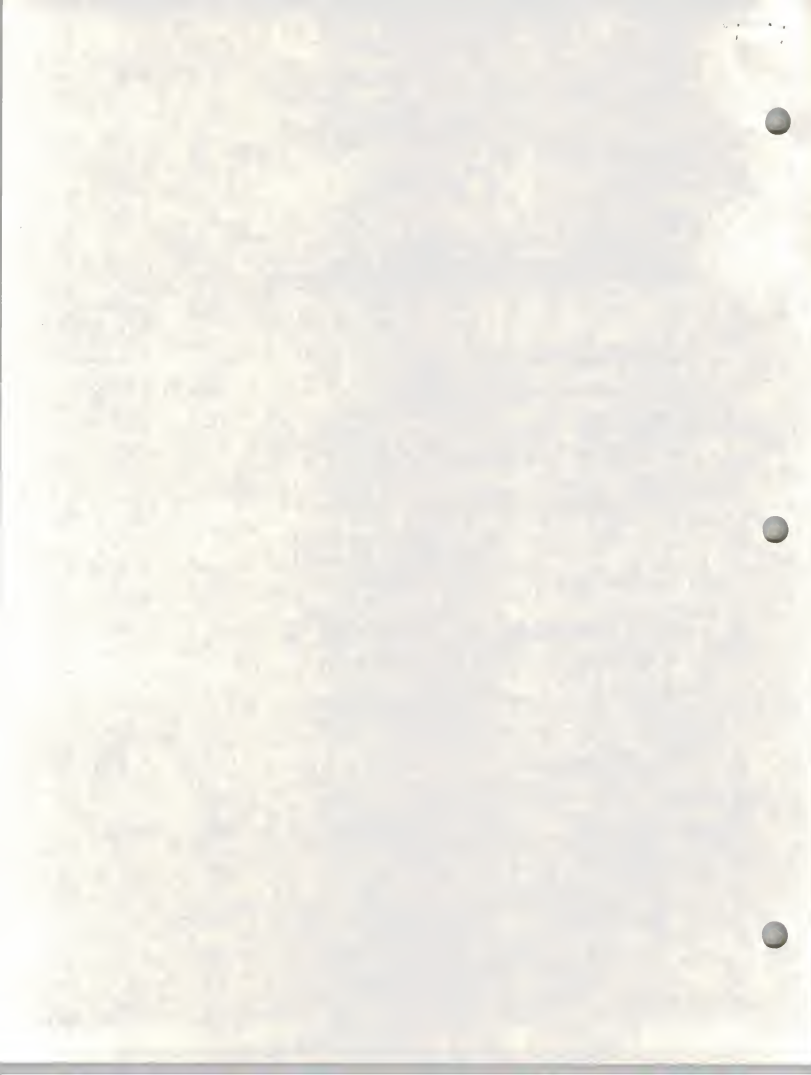
_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(3)	(2)
Market Analysis Reports	(3)	(2)
"Hotline" Client Inquiry Service	(4)	(4)

    Do you use the hotline service?   (X) Yes
                                           (   ) No

    If no, why not? _____

    _____

	Satisfaction	Usefulness of Information
Client Conference	(2)	(2)

    Did you attend the last conference?   (X) Yes
                                          (   ) No
    If no, why not? _____

    _____

    _____

	Satisfaction	Usefulness of Information
"Federal Flash" Bulletin	(3)	(3)
Library Resources	(3)	(3)
Overall Program	(2)	(2)

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Hotline and being able to call John Frank is very beneficial to client_

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _The whole program is a tough job – Difficult to gather, organize & disseminate the amount of information required and get it to the client on a timely basis._

(B) _With the exception of John Frank – the rest of the staff is weak. Not much depth." When I really want a question answered, I call John."_

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

_OK_

_____.___

(B) Report topics – timeliness of information:

By the time we get the data –its too late.
There is a lot of data without alot of meat –
not sure about the accuracy of much of the
data.

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Currently all right.

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(X) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

No

(B) *Client feels he has better data. Only use it if validation to other information is evident.*

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   *not frequently*

(C) Who uses them (level of staff)?

Very high level of staff (Some sales staff)

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		2	N/A
Hotline Staff	(Have to go to John for hard data)	2	4
Sales Staff		5	5

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   Program needs four or five John Franks
   Can't take market analysis personnel and
   plant them in this program.

9. Please add any other comments/ideas you wish to convey.

   The conference last year was a waste. Could
   get the same stuff from Datamation.
   Most presentations were very weak,
   except for John's.
   INPUT trying to do a difficult job - the
   program hasn't really paid for the Litton.
   Client has very specific target areas - Program
   doesn't provide depth in areas he
   is interested in. Over abundance of
   general information.

   Will not be attending conference this year.

4

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE

STUDY TITLE:

TYPE OF INTERVIEW: ☐ VENDOR ☒ TELEPHONE DATES |0|4|/|8|/|8|6|
                     ☐ USER   ☐ ON-SITE   M M D D Y Y
                                ☐ MAIL

INTERVIEWER: _Jerye Galvan_

COMPANY: _OAO_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
  ☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
  ☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
  ☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
  ☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
  ☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Robert Lohfeld	Sr. Vice President	(301) 345-0750

SUMMARY _TO JOHN FRANK: Mr. Lohfeld wants more information_
on INPUT programs relating to the commercial marketplace.

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(5)	(5)
Market Analysis Reports *N/A*	(–)	(–)
"Hotline" Client Inquiry Service	(5)	(3)

Do you use the hotline service?   (✓) Yes   ( ) No

Responsiveness is good

Sometimes the info we need is just not available

If no, why not? _____

_____

Client Conference	(–)	(–)

Did you attend the last conference?   ( ) Yes   (✓) No

If no, why not? *came into the*

program late in 1985.

_____

"Federal Flash" Bulletin *Didn't get it*	(–)	(–)
Library Resources	(4)	(4)
Overall Program	(5)	(5)

1

2. Please list the most significant benefits of program use by your organization.

(A) *The program gives us information to hone down the target projects we should focus on. Use PARs collectively to steer us to the program areas our*

(B) *marketing department will concentrate on.*

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) *Other INPUT clients compete with us. The valuable information on a particular program we get is also received by our competitors.*

(B) _____

_____

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports: *PARs only*

Quality pretty good. Some of info is not accurate after client has thoroughly investigated it.

(B) Report topics - timeliness of information: *PARs only*

No problems

_____

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Good delivery to appropriate person.
Only one time have missed a few deliverables

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(X) No (go to B) *PARs only are used.*

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes (X) No ( )

(B) How often are they referenced? *When they come in, and once a month thereafter*

(C) Who uses them (level of staff)? *(Put info into corporate data base)*

Senior Account Managers
Business Area Managers
— senior level people

3

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		4	5
Hotline Staff		4	5
Sales Staff	*John Frank is a "10"*	3	5

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    None - very satisfied with the program

9. Please add any other comments/ideas you wish to convey.

    Want information on the commercial marketplace.
    The company plans to make a major thrust
    into the commercial market during the next year.

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO. | | | | | | | | /7 |
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE
STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☒ TELEPHONE   DATES | 0 | 4 | 1 | 7 | 8 | 6 |
☐ USER ☐ ON-SITE   M M D D Y Y
☐ MAIL

INTERVIEWER: _Jerye Galvan_

COMPANY: _Martin Marietta_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS
NAME   TITLE   TELEPHONE NO.

Guy Adams   _Principal Consultant_   _(301) 982-6521_

_____ _____ _____

_____ _____ _____

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(3)	(3)
"Hotline" Client Inquiry Service	(5)	(5)

    Do you use the hotline service?   (✓) Yes
                                                   ( ) No

    If no, why not? _____

_____

Client Conference	(—)	(—)

    Did you attend the last conference? ( ) Yes
                                             (✓) No

    If no, why not? *Other schedules
conflicted with that date. Poor
communications within Martin didn't permit
the one individual who could attend to find out
about it on time.*

"Federal Flash" Bulletin	(4)	(4)
Library Resources	(5)	(5)
Overall Program	(4)	(4)

*Not enough people using the program. We need to
work on that.*

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Early identification of opportunities._

(B) _Initial description of opportunities._

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Not enough face-to-face communications_
with key decision makers at Martin and INPUT.
*Definitely need this if we are to renew.

(B) _PAR deliverables need to be released on a_
regular monthly basis. Would like get a
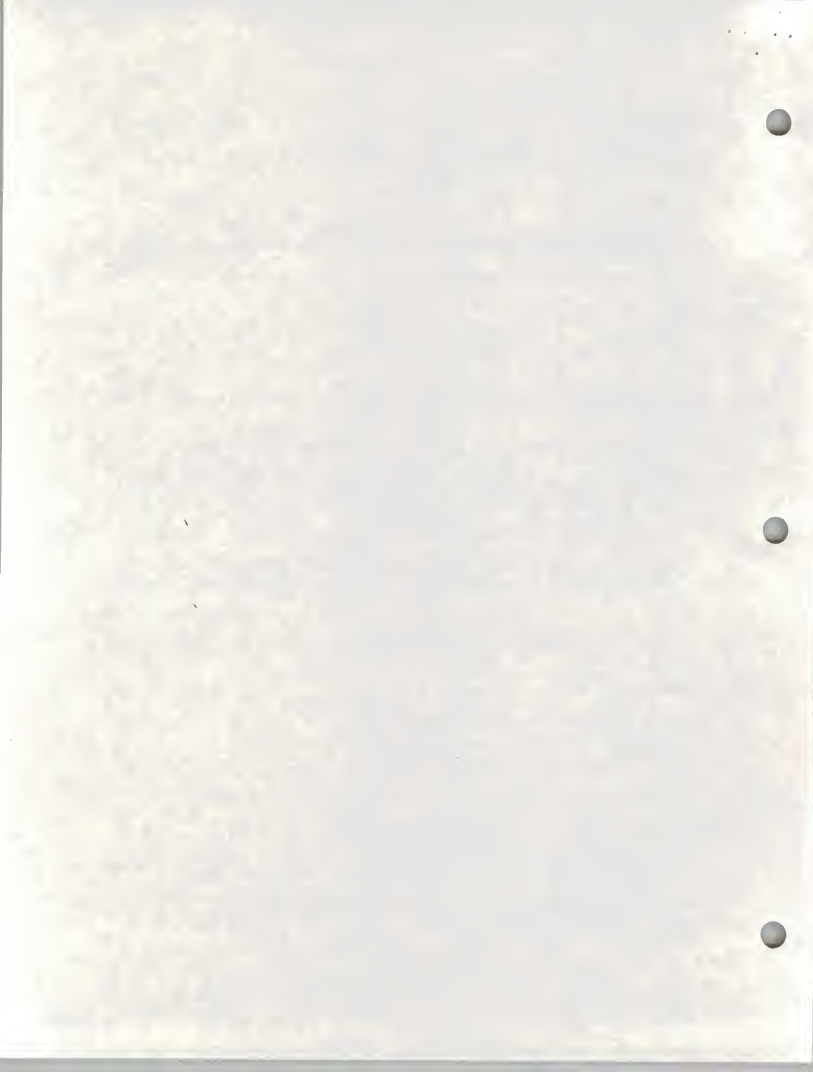_minimum of 50 program descriptions per month_

(C) _____

4. Please comment on:

(A) The quality and style of reports:

Quality is pretty good "a 4".

(B) Report topics - timeliness of information:

MIRS are a little bit behind — behind by at least 6
months. Topics are good, but reports need to
be completed and sent sooner.

2

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Very good - everything shipped to appropriate place and person.

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown   _Definitely_   `_Unknown_

(X) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Positive - Excellent info^{on} G2 on FTS-2000. Contributed greatly to marketing efforts.
- useful in targeting opportunities for the Navy
- reduced manpower needed in what not to bid in Navy work.

Key Point - need more visibility with John Frank and Morton decision makers)

6. How are the reports used?

(A) Are they used as references?.   Yes (✓) No ( )

(B) How often are they referenced? _____ _Special projects_

(C) Who uses them (level of staff)?

Jay Adams - Principal Consultant
Tom Leshko - Business Development, Navy
Bud Feeley - Sales Rep, Field Services
Chuck Swanke - Sales Rep, Navy
Don Johnson - (Denver)

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	—	5	5
Hotline Staff	—	5	5
Sales Staff	✓	none	none

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    • Key person running program have to meet
      face to face with MMDS decision makers if we are
      going to renew the program.
    • Get from us the topics we're interested in and
      start on them earlier.

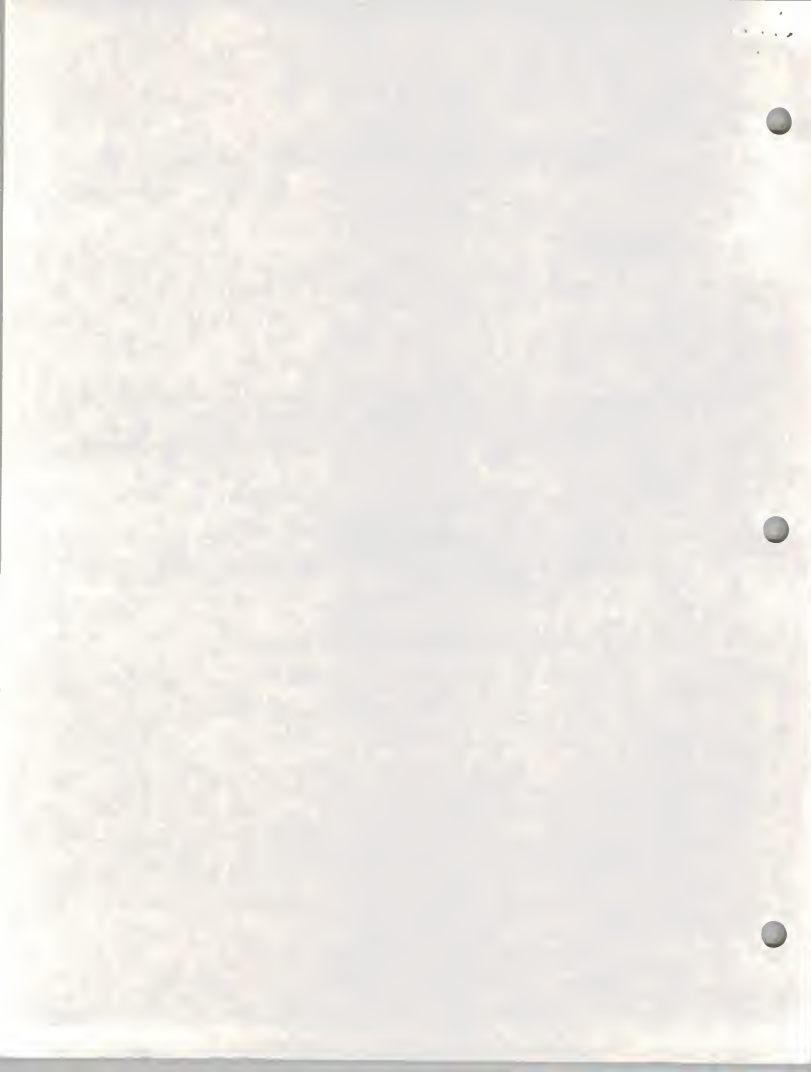9. Please add any other comments/ideas you wish to convey.

    _____

    _____

    _____

    _____

    _____

    _____

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. ☐☐☐☐☐ / 9
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☐ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

DATES 0 4 6 8 6
M M D D Y Y

INTERVIEWER: _Jorge Galvan_

COMPANY: _SAIC_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
James Russell	Corporate Vice President	(703) 821-4443

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(2)	(2)
"Hotline" Client Inquiry Service	(3)	(3)

    Do you use the hotline service? (✓) Yes ( ) No

    If no, why not? _____

    _____

Client Conference	(4)	(4)

    Did you attend the last conference? (✓) Yes ( ) No

    If no, why not? _____

    _____

    _____

"Federal Flash" Bulletin	(3)	(3)
Library Resources *no experience*	(—)	(—)
Overall Program	(3)	(3)

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Hotline : getting up to date information as needed._

(B) _Competitive profiles have been helpful_

(C) _PAR good overall to supplement own process._
    Get information as a confirmation to what
    we already know.
Don't use for target information.

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Response to hotline inquiries - both quality_
    and speed of response is poor

(B) _PAR updates could be more current and frequent._

(C) _____

4. Please comment on:

(A) The quality and style of reports: _I guess there is a_
    PARs - pretty good (trade off on depth for quantity).
    Market assessments - not as helpful as expected
    Treasury report - not enough meat - as if talking to lay
                                              person and not
(B) Report topics – timeliness of information:
                                              a marketing person
                                              who knows about
                                              the Treasury.

2

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

I think ok. May be missing some items. Checking into this currently.

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(Y) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

If we get good information we factor it into our plans.

6. How are the reports used? *PARs primarily used*

(A) Are they used as references? Yes (✓) No ( )

(B) How often are they referenced? *no answer*

(C) Who uses them (level of staff)?

Vice President

Division managers

Top marketing

.

3

INPUT

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		3	N/A
Hotline Staff *	(*Whole Year*) 1	*last* 3.4 mos. 2-3	1
Sales Staff		4	5

   Have had a problem in the past. It is getting better

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   ① *Be sure hotline is fully responsive to client needs*

   ② *Consider periodic meetings with key clients*
   regarding in depth programs they are currently
   interested in so INPUT staff can anticipate the information
   the client needs. INPUT would then give client relevant data as
   they receive it instead of waiting for a hotline call.

9. Please add any other comments/ideas you wish to convey.

   – *Up to several weeks response time to hotline*
   – *More meat in agency analysis reports*
   – *More emphasis on content and current information*
   than the packaging.
   The market place changes so fast, we would
   rather get your reports quickly with average
   packaging than get it six months after its been
   written with a fancy cover and unnecessary prose
   in the text.

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. | | | | | | | 1 | 3 |
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☒ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

STUDY CODE
DATES | 0 | 4 | 1 | 7 | 8 | 6 |
M M D D Y Y

INTERVIEWER: _Jorge Galvan_

COMPANY: _Science Applications_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Buzz Henefin	Manager Program Development	(703) 734-4024

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(5)	(5)
Market Analysis Reports *Confirmation of what we already know*	(3)	(3)
"Hotline" Client Inquiry Service	(5) *	(5)*

Do you use the hotline service?   (✓) Yes
                                  ( ) No

* Depends...
new man is outstanding
Previously unsatisfied

If no, why not? _____

Chuck - response & info is very timely
Andrew - did not respond

| Client Conference ———— " *Breakfast* " | (4) | (4) |

Did you attend the last conference?   (✓) Yes
                                      ( ) No

"Wouldn't shout about it "

If no, why not? _____

_____

_____

"Federal Flash" Bulletin *No new info*	(3)	(3)
Library Resources *We need to do that .*	(-)	(—)
Overall Program	(4)+	(4)+

no one else has used it
*Respondent uses it and has been unable to
get other staff to, submit questions, etc .*
" Price is a little high "

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) *Individual PARs give good background. That plus hotline and updates are very helpful when evaluating certain programs*

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization. *TAKE A HARD LOOK at Index & numbering*

(A) *The index not updated when changes are issued. Very difficult to find something in a hurry (have to leaf through pages instead of INDEX)*

(B) *Numbering system for changes is screwy.*

_____

(C) *Page numbering at bottom is complex and confusing (Roman numerals and regular numbers)*

4. Please comment on:

(A) The quality and style of reports:

- Style is crisp and to the point. Don't need much prose for PARs
- Don't consider market analysis info useful

(B) Report topics - timeliness of information:

PARs - Prime information used by us - Should deliver these on a monthly basis

2

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Internal problem to Science Applications

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(X) Yes (go to A) ↗ *Take a look at them. Use a second source to confirm.*

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

No specifics available

6. How are the reports used?

(A) Are they used as references? Yes (✓) No ( )

(B) How often are they referenced? *Weekly or more - use with 5-year plan*

(C) Who uses them (level of staff)? *Manager Program Development*

Memo was sent around to company to notify staff on availability of INPUT information. No one has chosen to respond or make use of the service.

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		4 +	4 +
Hotline Staff	current only	5 "Very knowledgeable"	5
Sales Staff	only John Frank	4 +	4 +

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    Problem in this company is making staff aware of
    the service and getting them to use it.

9. Please add any other comments/ideas you wish to convey.

    Pricing is a little high.

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

| | | | | / | 3 |

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE
                    ☐ USER   ☐ ON-SITE
                              ☐ MAIL

DATES 0 4 2 2 8 6
       M M D D Y Y

INTERVIEWER: _Inge Galvan_

COMPANY: _SDC_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
  ☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
  ☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
  ☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
  ☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
  ☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Arthur Slotkin		(703) 556-9800 x 3503

SUMMARY_____

REFERENCES_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(3.5)	(4)
"Hotline" Client Inquiry Service	(5)	(5)

    Do you use the hotline service?   (✓) Yes ( ) No

    If no, why not? _____

_____

Client Conference	(-)	(—)

    Did you attend the last conference? ( ) Yes (✓) No

    If no, why not? *Out of town on business*

_____

_____

"Federal Flash" Bulletin *"Only one "*	(3)	(3)
Library Resources *(N/A)*	(-)	(-)
Overall Program	(4)	(4)

" For $25,000 would like to receive more regular updates."

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Validate other sources of data with INPUT materials_

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _more frequent updates of PARS - more regular schedule_

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of reports:

_OK_

(B) Report topics - timeliness of information:

_OK_

2

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Get two sets

5. Are INPUT's analyses and recommendations actually applied within your organization?

(✓) Unknown

( ) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

No comment

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   _variable_

(C) Who uses them (level of staff)?

Planning   _(not VPs)_

Marketing

The name INPUT is well-known at SDC

INPUT

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		5	5
Hotline Staff		5	5
Sales Staff	*Fine*	4	4

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    More frequent, regular updates of PARs

    _____

    _____

    _____

9. Please add any other comments/ideas you wish to convey.

    " We'll continue to subscribe "

    _____

    _____

    _____

    _____

    Interviewer Comments :
    (Got the impression he doesn't use market analysis
    reports much. He didn't have much to say)

4

INPUT

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. [| | | | | | / | |]
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW:
☐ VENDOR   ☒ TELEPHONE
☐ USER   ☐ ON-SITE
           ☐ MAIL

DATES [0|4|2|2|8|6]
M M D D Y Y

INTERVIEWER: _Terye Galvan_

COMPANY: _Sperry_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐

☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
James Tulley		(703) 556-5486

SUMMARY _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports *"an average" only*	(3.5) *	(3.5)
Market Analysis Reports	(5)	(4.5)
"Hotline" Client Inquiry Service	(1.5)	(4)

4.5.
Treasury Report
Presentation good. Graphics/ Layout good

Do you use the hotline service? (✓) Yes
                                 ( ) No

Depends on who you talk to. John is good, others-variable

When answer is received

If ~~no, why~~ not? *Only use Hotline for difficult questions - Out of 10 questions maybe only 2 got answered*

Client Conference	(4)	(4)

Alot redundant to internal information

Did you attend the last conference? (✓) Yes
                                     ( ) No
If no, why not? _____

_____

_____

Redundant

"Federal Flash" Bulletin	(4)	(3)
Library Resources *N/A*	(-)	(-)
Overall Program *"Best one I've found to suit our needs"* 3.5 - 4.0	( )	(4.0)

(Difficult to rate)
* Concept of PARs is excellent - Organization of material and what it includes as an overview list is very good.
   BUT
   - Field managers would like more detail
   - Poor frequency of updating, some info is nine month old. Need more timely updates.

INPUT

1

2. Please list the most significant benefits of program use by your organization.

(A) Impartial / Comprehensive PARs - the scope and organization of all acquisition activity in federal gov.

(B) Good style of PARs and market analysis reports. Crisp style. · Good level of detail.

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Response time on hotline. Other than John Frank, not good enough level of expertise on hotline.

(B) My staff doesn't get good response. They contact me and I have received "ho-hum" response from hotline staff - Then I have to call John. Don't see enough enthusiasm, effort or knowledge to find out answer.

(C) Frequency of PAR updates.

4. Please comment on:

(A) The quality and style of reports:

Excellent

(B) Report topics - timeliness of information:

So many topics in fed. gov. Difficult to decide which areas to cover. I always give John topics we want and INPUT has been very responsive to us.

Good choices.

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

OK –

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(✗) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

On a weighted basis. Don't rely solely on INPUT – use internal and other third party. INPUT tends to confirm our internal research – that is very useful to us. (Integration Study in particular confirmed our research – we were pleased)

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced? *PARs Ad hoc – "daily probably" more heavy during planning cycles) (mar-apr / Oct-Nov)*

(C) Who uses them (level of staff)?

① *Market research library*

② *Strategic Planning Department*

③ *Line Marketing Management*

– marketing consultants (by agency)
– marketing managers

3

7. Please rate (on a scale of 1 – 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff	*Don't ask easy questions*	*1.5*	*3.5 – 4.0*
Sales Staff		*5*	*5*

    Lost Gay Adams → – Best Marketing Person ever – I miss her

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    *– Heavier staff on hotline needed to keep on top
    of Fed. gov. marketplace*

    *– more frequent updates of PARs (function of workload
    and logistics?*

9. Please add any other comments/ideas you wish to convey.

    *"A winner in John Frank" – Extremely
    satisfied with John & Gay*

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO. [ ][ ][ ][ ][2][0]
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE
STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☑ TELEPHONE ☐ USER ☐ ON-SITE ☐ MAIL

DATES [0][6][/][/][8][6]
M M D D Y Y

INTERVIEWER: _Jax McDaniel_

COMPANY: _TRW_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING   ☐ UTILITIES   ☐ INSURANCE
☐ PROCESS MANUFACTURING   ☐ RETAIL   ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION   ☐ BANKING   ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL   ☐ WHOLESALE   ☐ EDUCATION
☐ SERVICES   ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Jackie George		(213) 536 - 4290

SUMMARY _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports *① covers markets we had no interest in*	(4)	(4)
Market Analysis Reports *② Trouble feeling confident about the data*	(1)	(1)
"Hotline" Client Inquiry Service *③ Need to be more software orientated*	(1)	(1)

Do you use the hotline service? (✓) Yes ( ) No

First year hotline was very good - this past year it is a 1. The length of time when we asked the question and get the response deteriorated. Changes in personnel really effected the "service".

If no, why not? _____

_____

Client Conference

Did you attend the last conference? ( ) Yes (✗) No

If no, why not? _____

_____

_____

"Federal Flash" Bulletin *— would like more*	(4)	(3)
Library Resources *did not use*	( )	( )
Overall Program ,	(2)	(2)

Cost of program far exceeded the value we were getting, "hung around" for several years "hoping" the program would get its act together — no real improvements in 1985 in fact service (hotline) was far worse and turnover in personnel (bay leaving) key hotline staff) added to the instability of The program

One group is still interested in PAR's but not at the price quoted @15,000. Bud Doyle's group

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _PMR information_ -

(B) _Learning about the non DOD environment, this was helpful_

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Hotline - non responsive, immature staff very poor response time sometimes over 10 days with no communication inbetween_

(B) _Market reports_

(C) _Staff changes_
Price - Very high appears Parent company is making sponsoring companies pay for initial start up expenses

4. Please comment on:

(A) The quality and style of reports:

Style ok in market reports substantive data is questionable

(B) Report topics - timeliness of information:

Topics of no interest - under the impression that we were going to have different topics than were delivered (maybe that was last year)

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

Delivery real problem - no consistant level of effort to update PAR's what are we getting that we can't get out of five year AIP plan

Timeliness because a problem Thought this would get better our the years — (margin note)

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(✗) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes (✗) No ( )

(B) How often are they referenced?   *Over the past year not as often as in the beginning*

(C) Who uses them (level of staff)?

Group Staff - manager level and up
Division people - market and research
Business Development

3

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	*John Frank*	4	4
Hotline Staff	*past year*	1	1
Sales Staff	✓		

responsive she could - Gay was very good and make things happen. Not sure about Don Arnold seems pleasant enough.

8. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Biggest problem was with hotline — real dissatisfied guily Roswell very unhappy always wanted something in writing along with verbal response never got it.

Real problem with stability of staff need more continuity

PARs need to be updated more frequently not all of the data but at least the contracting person

9. Please add any other comments/ideas you wish to convey.

Every 3 months a list should go out stating which PARs are current on which ones have contact changes etc.

Get cost within range of service and other publications available. We can get similar type reports for $900. up with much better hotline and updates from people like DMS.

 # Important to know that the $25,000 for your service was not part of our budget had to get special funds for the service, By not renewing does not mean I now have $25,000 extra to play with.

4

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
- AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR ☐ TELEPHONE
☐ USER ☐ ON-SITE
☐ MAIL

DATES [0 6 1 0 8 6]
MM DD YY

INTERVIEWER: _Jan McDaniel_

COMPANY: _TRW_

CO. TYPE: _____

ADDRESS: _____

SALES: _____

_____

NO. EMPL: _____

_____

_____

INDUSTRY ☐
☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Kate Tonstad		(703) 734 - 6375

SUMMARY _____

_____

_____

_____

REFERENCES _____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports *business mainly DOD so PAR's aren't but applicable*	(4)	(1)
Market Analysis Reports	(1)	(1)
"Hotline" Client Inquiry Service	(4)	(4)

Do you use the hotline service? (✓) Yes ( ) No

limited use felt. hotline was responsive and provided good information when I needed - but only called a couple of times

If no, why not? _____

_____

| Client Conference | (4) | (4) |

Did you attend the last conference? (✓) Yes (,) No

attended 1985 conference but not 1986 because wasn't sure we were going to renew

If no, why not? _____

_____

"Federal Flash" Bulletin	(3)	(3)
Library Resources *— did not use*	( )	( )
Overall Program	(4)	(1)

if in the line of business service is probably really great - but because our office's focus is strictly on the DOD the usefulness is very limited

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Responsiveness of the Washington staff_

(B) _PAR's are good if they are covering the area of interest_

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Doesn't really cover our needs, we focus on the DOD only_

(B) _Information somewhat dated_

(C) _____

4. Please comment on:

(A) The quality and style of reports:

Good no problems here

(B) Report topics – timeliness of information:

Need work on timeliness

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials;
     appropriate personnel receiving materials)

OK

_____

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

( ) Yes (go to A)

(✓) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

_____

_____

_____

_____

6. How are the reports used?

(A) Are they used as references?   Yes (✓) No ( )

(B) How often are they referenced?   *Only rarely here — used*
                                       much more in CA

(C) Who uses them (level of staff)?

_____

_____

_____

INPUT

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
   INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff		*not enough contact to evaluate expertise*	5 - *John Frick*
Hotline Staff			4
Sales Staff	✓		

8. What changes would you make in INPUT's program to make it more suitable
   for the needs of your organization. (List specific changes, i.e.,
   staff conference, topic or focus of reports (i.e., services, systems,
   agencies, technology trends), number of reports, content of the reports,
   scope, etc.)

   Bring it on line - and update more frequently

9. Please add any other comments/ideas you wish to convey.

   Program used much more in CA hard to accurately evaluate based on our limited use - the materials are good question as to the usefulness based on our needs.

4

INPUT

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
· AREA CODE
STUDY CODE

STUDY TITLE:
TYPE OF INTERVIEW: ☐ VENDOR   ☑ TELEPHONE
                    ☐ USER   ☐ ON-SITE
                           ☐ MAIL

DATES 06 17 86
       MM DD YY

INTERVIEWER: _G McDaniel_

COMPANY: _US West_   CO. TYPE: _____

ADDRESS: _____   SALES: _____

_____   NO. EMPL: _____

_____

_____

INDUSTRY ☐
  ☐ DISCRETE MANUFACTURING ☐ UTILITIES ☐ INSURANCE
  ☐ PROCESS MANUFACTURING ☐ RETAIL ☐ GOVERNMENT - FEDERAL
  ☐ TRANSPORTATION ☐ BANKING ☐ GOVERNMENT - STATE & LOCAL
  ☐ MEDICAL ☐ WHOLESALE ☐ EDUCATION
  ☐ SERVICES ☐ OTHER

INTERVIEWS

NAME	TITLE	TELEPHONE NO.
Vincent Bradshaw		(301) 294-1444

SUMMARY_____

_____

_____

_____

REFERENCES_____

_____

_____

FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your
   level of satisfaction with and the degree of usefulness of
   INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports *don't use much go to sales staff*	(4)	(4)
Market Analysis Reports *go to sales*	(4)	(4)
"Hotline" Client Inquiry Service	(4)	(4)

    Do you use the hotline service?   (✓) Yes   *used several*
                                        ( ) No

    If no, why not? _____

_____

| Client Conference | ( ) | ( ) |

    Did you attend the last conference? ( ) Yes
                                     (✗) No
    If no, why not? *planned on*
going this year but we
ran into difficulties had to stay at the offi...

"Federal Flash" Bulletin *use more than anything else like to*	(4)+	(4)+
Library Resources *see more*	( )	( )
Overall Program *Very valuable program, service which provides much needed information.*	(4)+	(4)+

1

INPUT

2. Please list the most significant benefits of program use by your organization.

(A) _Identification of sales leads and opportunities in the fed. market_

(B) _____

_____

(C) _____

_____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _Little difficult to use — alot of information   not an easy to use system.   Maybe some_

(B) _kind of quick overview would be helpful_

(C) _____

_____

4. Please comment on:

(A) The quality and style of reports:

Pretty good - generally very good infor-mation.

(B) Report topics - timeliness of information:

all timely Topics

_____

2

INPUT

(C) Delivery of reports and updates (receiving proper quantities of materials; appropriate personnel receiving materials)

No problems - delivery seems to be improving

5. Are INPUT's analyses and recommendations actually applied within your organization?

( ) Unknown

(X) Yes (go to A)

( ) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Telecom reports recommendations were utilized in the business plan

6. How are the reports used?

(A) Are they used as references?   Yes (X) No ( )

(B) How often are they referenced?   *not as often as should*

(C) Who uses them (level of staff)? — *Marketing, Strategic Planning, Sales*

Business Planning
Sales Leads

3

7. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
    INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Research Staff	✓		
Hotline Staff		4	5
Sales Staff	*not in along-time*		

8. What changes would you make in INPUT's program to make it more suitable
    for the needs of your organization. (List specific changes, i.e.,
    staff conference, topic or focus of reports (i.e., services, systems,
    agencies, technology trends), number of reports, content of the reports,
    scope, etc.)

    Can't think of any major changes

    Organize so material can be skimmed for important details

9. Please add any other comments/ideas you wish to convey.

    Good idea to talk with clients like this - shows your interested

4

INPUT